

Help More Students Unlock College and Scholarship Opportunities



What is Student Search Service?

College Board's Student Search Service® (Student Search) allows students to connect with a wide range of opportunities to better understand what they want to do after high school. When students join Student Search, they can receive information from colleges and scholarship programs on majors, campus life, and ways to make college more affordable.

Benefits and Impact

- Over **1,500 four-year colleges** rely on Student Search to find the right students for their campuses.
- Our scholarship partners offer over **\$300 million in scholarships** each year.
- Students contacted by colleges through Student Search are, on average, **31% more likely to graduate on time from a four-year college.*** This benefit is as large or larger for Black, Hispanic, Native, and first-generation students.

Data and Privacy

Students and families are in the driver's seat when they use search. After your students opt in to the service, institutions use some of the information these students have shared on a College Board exam or on the College Board website to connect with them. Students can stop participating in Student Search Service at any time by visiting cb.org/studentsearch.

*More than 90% of students who opt-in to Search were contacted by colleges among students graduating in 2020 and 2021.

Help Your Students Participate

Many students choose to opt in to Student Search Service while registering for a College Board exam, but students can also opt-in online at any time. Your students can follow these easy steps to start connecting with colleges:

- 1 Visit cb.org/studentsearch.
- 2 Log in or create an account by clicking **Sign In** on the top navigation.
- 3 At the top of the page, you'll be able to see if you're currently participating in Student Search Service. If you're not, click the yellow button to join.



- 4 If you're already participating, click the yellow button to update your info and preferences. Keeping your information up-to-date helps colleges and scholarships send you relevant communications.